

RCC LIVE WEBINAR

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Flippin Pain: A Public Health Initiative to increase people's understanding of Pain

Nick Livadas and Cormac Ryan

Webinar Outline

This session explores why a public health approach to persistent pain is required, and how [Flippin Pain](#) has implemented such an approach. Initial results of the campaign evaluation will be shared and the implications for clinicians and purchasers of healthcare will be highlighted.

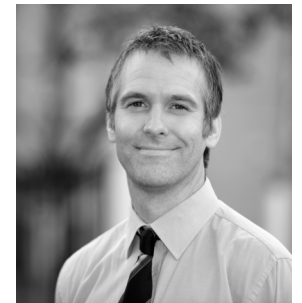
Learning Outcomes

- Understanding of the need for a public health approach to persistent pain
- Insight into the methods used to deliver the Flippin Pain public health campaign
- Knowledge of the preliminary findings of an evaluation of the campaign
- Appreciation of how attendees help to spread the messages of the campaign.

Speakers

Nick is an advanced practice physiotherapist within NHS community services in the North East of England and a Senior Lecturer at Teesside University. As part of his PhD, he is evaluating a public health campaign called Flippin Pain.

Cormac is Professor of Clinical Rehabilitation at Teesside University. He is also the Community Pain Champion for the Flippin Pain Campaign. He has a degree in Sports and Exercise Science from the University of Limerick and a masters in Physiotherapy from Queen Margaret University College in Edinburgh. He completed his PhD in the area of physical activity and low back pain in 2008 at Glasgow Caledonian University. His research is focused on Pain Science Education for people with pain, health care professionals and the general public.



MARCH 2022

Tues 8th

13:00 - 14:00

Free for RCC Members - a link will be provided by email.

Non-Members: £35 - to register please visit:
rcc-uk.org/rcc-events

Registration closes
Tuesday 8th March 2022, 10am

Chair
Julia Gover MRCC, LRCC (Pain)